I CLAIM:

1. A system for broadcast program signal application comprising:

    means for monitoring a broadcast signal to obtain data insertion information therefrom;

    means for generating a data stream for insertion into the broadcast signal; and,

    means for inserting the data stream into the broadcast signal in real time to generate a single output signal for broadcast transmission.

10 2. A system for broadcast program signal application in accordance with Claim 1, further comprising:

    means for selecting data from a data source; and,

    means for automatically generating the data stream for insertion into the broadcast signal based upon pre-established templates comprised of decision lists to edit the data selected.

15

3. A system for broadcast program signal application in accordance with Claim 2 further comprising:

    character generation means capable of inserting data from the data source into the pre-established templates.

20 4. A method for inserting data into a broadcast program signal comprising the steps of:

    monitoring a broadcast signal to obtain data insertion information therefrom;

    generating a data stream for insertion into the broadcast signal; and,

inserting the data stream into the broadcast signal in real time to generate a single output signal for broadcast transmission.

5. A method in accordance with Claim 5 comprising the further steps of :

selecting data from a data source; and,

automatically generating the data stream for insertion into the broadcast signal based upon pre-established templates comprised of decision lists to edit the data selected.